

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : Mang Tomas
 PROJECT: : Mang Tomas Social Media Management (FY 21-22)
 CE. NO. : NUTRIASIA-MANG-TOMAS-2021-0027
 DATE : 18 May 2021

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	WTAX	VAT	COST IN PHP
Social Media Management Coverage: Mang Tomas non-dedicated team from May 2021-April 2022	2,088,000.00			2,088,000.00
Community Management Facebook & Instagram Community Management Mon-Fri, 9am-6pm, except holidays. Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools Day-to-day administration & management of conversations, posting of content, performance analysis, fan engagement, competitive updates Promo Management (with simple mechanics; up to 3 promos; exclusive of DTI or ASC permit & fees) Monthly page performance report with competitors up to 4 brands Reposting of Facebook posts to Instagram and sharing of tagged IG stories from followers.				
Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting				

II **Overall Brand Support**
 Updates on industry trends, best practices & monthly reports with competitive updates
 Support in the safeguarding of brand's digital presence and health

Social Media Content Creation

Facebook Content planning & production (5 materials per month & up to 50 captions)*

-Facebook Content to be reposted on Instagram

*Animated/static with 2 rounds of revisions for each; excluding creative concepts for campaigns

SUB TOTAL	2,088,000.00	0.00	0.00	2,088,000.00
12% VAT				250,560.00
GRAND TOTAL	2,088,000.00	0.00	0.00	2,338,560.00

TERMS :

Monthly payment terms, 60 days upon issuance of invoice.

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY: <i>Nino Runes</i> Nino Runes Account Director		PREPARED BY: <i>Nino Runes</i> Nino Runes Account Director			
NOTED BY: <i>Reg Cabanban</i> Reg Cabanban Managing Partner					
APPROVED BY: <i>Ampy Rio</i> Ampy Rio	APPROVED BY: <i>Mario Mendoza jr.</i> Mario Mendoza jr.	APPROVED BY: <i>Jean Reyes</i> Jean Reyes	APPROVED BY: <i>Sol Jacinto</i> Sol Jacinto	APPROVED BY: <i>Pau Balor</i> Pau Balor	APPROVED BY: <i>Ran Merez</i> Ran Merez

02/24/21

James Lim
 JAMES LIM